GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4942
ANSWERED ON:24.04.2003
OBJECTIONABLE SONGS ON TELEVISION
DALPAT SINGH PARASTE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the All India Democratic Women`s Association (AIDWA) and the NationaHuman Rights Commission have protested against some T.V. channels regarding the advertisement on LIC mentioning the expenses of a daughter`s marriage and a son`s education and an ICICI where a man puts Sindur on his wife with the word `Suraksha` insinuating a womaris incapable of looking after herself;

(b) if so, whether Government would like to ban such objectionable advertisements and vulgar songs; and

(c) the action taken/propose to be taken by the Government in this regard?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a): Yes, Sir

(b) & (c): Programme and Advertisements telecast on satellite Channels, transmitted/retransmitted through the Cable Network are required to adhere to the provisions of the Programme and Advertising Code prescribed under the Cable Television Network (Regulation) Act, 1995 and Rules framed thereunder. These Codes, inter-alia, prohibit carriage of programmes/advertisements, which are derogatory to women or are obscene/vulgar. Government has constituted two Inter-Ministerial Committees under Section 20 of the Cable Television Network (Regulation) Act 1995, to look into violations of the Programme and Advertising Code.On the recommendations of these Committees, appropriate action is taken against TV Channels for violation of the provisions of the Codes.